

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Canceled)
2. (Currently Amended) The apparatus according to claim ~~1~~ 3, wherein the holding member holds the illuminant and the light guiding member so as to be relatively movable while maintaining the illuminant and the light guiding member at a predetermined interval.
3. (Currently amended) ~~The apparatus according to claim 1, An~~  
illumination apparatus comprising:  
an illuminant which radiates diffused light from an outgoing plane and  
generates heat;  
a light guiding member configured to guide the diffused light from the  
illuminant while reflecting the diffused light at an internal surface thereof, the light  
guiding member including: an incident end which is close to the outgoing plane of  
the illuminant, and into which the diffused light is incident and which is larger  
than the outgoing plane of the illuminant; and an outgoing end which is larger than  
the incident end; and

a holding member configured to integrally hold the illuminant and the light guiding member at a predetermined interval, the holding member including: a heat conducting portion configured to conduct the heat generated at the illuminant; and a heat radiating portion configured to radiate heat from the heat conducting portion; and

wherein the holding member includes a heat insulating portion configured to suppress conduction of heat between the heat radiating portion and the light guiding member.

4. (Original) The apparatus according to claim 3, wherein the heat insulating portion has a cross sectional area smaller than that of the heat conducting portion.

5. (Original) The apparatus according to claim 3, wherein the heat insulating portion is formed from a material whose heat conductivity is lower than the heat conductivity of the heat conducting portion.

6. (Original) The apparatus according to claim 3, wherein a translucent heat insulating member having a low heat conductivity is interposed between the illuminant and the light guiding member.

7. (Currently Amended) The apparatus according to claim ~~1~~ 3, wherein the holding member provides an air flow path between the illuminant and the light guiding member.

8. (Currently Amended) The apparatus according to claim ~~1~~ 3, wherein the light guiding member includes a light guiding element configured to transmit the light incident from the incident end, to the outgoing end by total reflection.

9. (Currently amended) The apparatus according to claim ~~1~~ 3, wherein the light guiding member has a hollow structure in which the side surface is formed from a reflective mirror, and transmits the light incident from the incident end, to the outgoing end by reflection.

10. (Canceled)

11. (Currently amended) The apparatus according to claim ~~10~~ 14, wherein the illumination lens is disposed further such that the outgoing end of the light guiding member is positioned at ~~the~~ a front side focal point position.

12. (Currently amended) The apparatus according to claim ~~10~~ 14, wherein, given that a width across dimension of the image display member is  $2W$  and a focal length of the illumination lens is  $L$ , the light guiding member makes a maximum angle of ~~the~~ a light ray radiated from the outgoing end to be  $\tan^{-1}(W/L)$  or more.

13. (Currently amended) The apparatus according to claim ~~10~~ 14, wherein the holding member holds the illuminant and the light guiding member so as to be relatively movable while maintaining the illuminant and the light guiding member at a predetermined interval.

14. (Currently amended) ~~The apparatus according to claim 10, A~~  
display apparatus comprising:

an illumination apparatus including:

an illuminant which radiates diffused light from an outgoing plane and generates heat;

a light guiding member configured to guide the diffused light from the illuminant while reflecting the diffused light at an internal surface thereof, the light guiding member having: an incident end which is close to the outgoing plane of the illuminant, and into which the diffused light is incident and which is larger than

the outgoing plane of the illuminant; and an outgoing end which is larger than the incident end; and

a holding member configured to integrally hold the illuminant and the light guiding member at a predetermined interval, the holding member having: a heat conducting portion configured to conduct the heat generated at the illuminant; and a heat radiating portion configured to radiate heat from the heat conducting portion;

an illumination lens configured to condense the light from the outgoing end of the light guiding member of the illumination apparatus; and

an image display member disposed in a vicinity of a rear side focal point position of the illumination lens,

wherein the holding member includes a heat insulating portion configured to suppress conduction of heat between the heat radiating portion and the light guiding member.

15. (Original) The apparatus according to claim 14, wherein the heat insulating portion has a cross sectional area smaller than that of the heat conducting portion.

16. (Currently amended) The apparatus according to claim 14,

wherein the heat insulating portion is formed from a material whose heat conductivity is lower than ~~the~~ a heat conductivity of the heat conducting portion.

17. (Original) The apparatus according to claim 14, wherein a translucent heat insulating member having a low heat conductivity is interposed between the illuminant and the light guiding member.

18. (Currently amended) The apparatus according to claim ~~10~~ 14, wherein the holding member provides an air flow path between the illuminant and the light guiding member.

19. (Currently amended) The apparatus according to claim ~~10~~ 14, wherein the light guiding member includes a light guiding element configured to transmit the light incident from the incident end, to the outgoing end by total reflection.

20. (Currently amended) The apparatus according to claim ~~10~~ 14, wherein the light guiding member has a hollow structure in which ~~the~~ a side surface is formed from a reflective mirror, and transmits the light incident from the incident end, to the outgoing end by reflection.

21. (Canceled)

22. (Currently amended) The apparatus according to claim ~~21~~ 23, wherein the holding member holds the illuminant and the light guiding member so as to be relatively movable while maintaining the illuminant and the light guiding member at a predetermined interval.

23. (Currently amended) ~~The apparatus according to claim 21, A~~  
display apparatus comprising:

an illumination apparatus including:

an illuminant which radiates diffused light from an outgoing plane and generates heat;

a light guiding member configured to guide the diffused light from the illuminant while reflecting the diffused light at an internal surface thereof, the light guiding member having: an incident end which is close to the outgoing plane of the illuminant, and into which the diffused light is incident and which is larger than the outgoing plane of the illuminant; and an outgoing end which is larger than the incident end; and

a holding member configured to integrally hold the illuminant and the

light guiding member at a predetermined interval, the holding member having:  
a heat conducting portion configured to conduct the heat generated at the  
illuminant; and a heat radiating portion configured to radiate heat from the heat  
conducting portion;

an image display member disposed in the vicinity of the outgoing end of the  
light guiding member of the illumination apparatus; and

a projection optical system configured to image an image of the image  
display member on a projection plane,

wherein the holding member includes a heat insulating portion configured to suppress conduction of heat between the heat radiating portion and the light guiding member.

24. (Original) The apparatus according to claim 23, wherein the heat insulating portion has a cross sectional area smaller than that of the heat conducting portion.

25. (Currently amended) The apparatus according to claim 23, wherein the heat insulating portion is formed from a material whose heat conductivity is lower than ~~the~~ a heat conductivity of the heat conducting portion.



26. (Original) The apparatus according to claim 23, wherein a translucent heat insulating member having a low heat conductivity is interposed between the illuminant and the light guiding member.

27. (Currently amended) The apparatus according to claim ~~21~~ 23, wherein the holding member provides an air flow path between the illuminant and the light guiding member.

28. (Currently amended) The apparatus according to claim ~~21~~ 23, wherein the light guiding member includes a light guiding element configured to transmit the light incident from the incident end, to the outgoing end by total reflection.

29. (Currently amended) The apparatus according to claim ~~21~~ 23, wherein the light guiding member has a hollow structure in which ~~the~~ a side surface is formed from a reflective mirror, and transmits the light incident from the incident end~~[[,]]~~ to the outgoing end by reflection.

30. (Currently amended) An illumination apparatus comprising:  
~~an~~ illuminant means for radiating ~~which radiates~~ diffused light from an

outgoing plane and generates heat;

light guiding means for guiding the diffused light from ~~the~~ said illuminant means while reflecting the diffused light at ~~the~~ an internal surface thereof, the light guiding means including: an incident end which is close to the outgoing plane of ~~the~~ said illuminant means, and into which the diffused light is incident and which is larger than the outgoing plane of ~~the~~ said illuminant means; and an outgoing end which is larger than the incident end; and

holding means for integrally holding ~~the~~ said illuminant means and ~~the~~ light guiding means at a predetermined interval, ~~the~~ said holding means including: a heat conducting portion which conducts the heat generated at ~~the~~ said illuminant means, ~~;~~ and a heat radiating portion which radiates heat from the heat conducting portion, and a heat insulating portion for suppressing conduction of heat between said heat radiating portion and said light guiding means.

31. (Currently amended) A display apparatus comprising:

an illumination apparatus including:

~~an~~ illuminant means for radiating ~~which radiates~~ diffused light from an outgoing plane and generates heat;

light guiding means for guiding the diffused light from ~~the~~ said illuminant means while reflecting the diffused light at ~~the~~ an internal surface

thereof, ~~the~~ said light guiding means having: an incident end which is close to the outgoing plane of ~~the~~ said illuminant means, and into which the diffused light is incident and which is larger than the outgoing plane of ~~the~~ said illuminant means; and an outgoing end which is larger than the incident end; and

holding means for integrally holding ~~the~~ said illuminant means and ~~the~~ light guiding means at a predetermined interval, ~~the~~ said holding means having: a heat conducting portion which conducts the heat generated at ~~the~~ said illuminant means; and a heat radiating portion which radiates heat from the heat conducting portion;

~~an~~ illumination lens means for condensing ~~which condenses~~ the light from the outgoing end of ~~the~~ said light guiding means of the illumination apparatus; and

image displaying means disposed in ~~the~~ a vicinity of ~~the~~ a rear side focal point position of the illumination lens means; and

said holding means further comprising a heat insulating portion for suppressing conduction of heat between said heat radiating portion and said light guiding means.

32. (Currently amended) A display apparatus comprising:  
an illumination apparatus including:

~~an~~ illuminant means for radiating ~~which radiates~~ diffused light from

an outgoing plane and generates heat;

light guiding means for guiding the diffused light from ~~the~~ said illuminant means while reflecting the diffused light at ~~the~~ an internal surface thereof, ~~the~~ said light guiding means having: an incident end which is close to the outgoing plane of ~~the~~ said illuminant means, and into which the diffused light is incident and which is larger than the outgoing plane of ~~the~~ said illuminant means; and an outgoing end which is larger than the incident end; and

holding means for integrally holding ~~the~~ said illuminant means and ~~the~~ light guiding means at a predetermined interval, ~~the~~ said holding means having: a heat conducting portion which conducts the heat generated at ~~the~~ said illuminant means; and a heat radiating portion which radiates heat from the heat conducting portion;

image displaying means disposed in ~~the~~ a vicinity of the outgoing end of ~~the~~ said light guiding means of the illumination apparatus; ~~and~~

projection optical means for imaging an image of the image displaying means on a projection plane; and

said holding means further comprising, a heat insulating portion for suppressing conduction of heat between said heat radiating portion and said light guiding means.